Stormwater Outreach & Education: Lessons Learned

TUALATIN RIVER RANGERS
Teaching Clean Water Basics... One Student at a Time.
Clean Water Services
Is your lawn chemical-free?
Maybe it should be.
www.cleanriversandstreams.org
WHEREVER THERE'S WATER, THERE'S CLEAN WATER.
At Clean Water Services, we're dedicated to every fish, family and farm in Washington County. Serving the area for more than 30 years as one of the nation's most respected wastewater/stormwater utilities, we're committed to keeping families safe, our streams healthy and ensuring every drop of water becomes clean water. But we can't do it alone; we need you to help us do what we do best.
www.CleanWaterServices.org

By Mark Jockers
Public Affairs Manager
Clean Water Services

In This Presentation

- Who we are
- Challenges of watershed education
- Don’t reinvent the wheel
- Lessons learned

Clean Water Services

Wherever there's water, there's Clean Water.

Clean Water Services

Clean Water Services

- Urban Washington County
- Sanitary sewer and SWM utility provider
- SWM utility established in 1990
- Among first watersheds in nation with TMDL—1988; revised in 2001
- Outreach/Education driven by both TMDL compliance schedule and MS4 Phase I requirements

Challenges

- What’s a watershed
- What’s non-point source pollution?
- Education is a bottomless pit!

Challenges: It's not my problem!

On a scale of 0 to 10 with 0 being not at all serious and 10 being very serious, please tell me how serious a threat you believe each one is to the Tualatin River and its streams.	General Population	Streamside
Industrial pollution	8.1 7.5	
Development/buildings too close to rivers and streams	7.6 7.2	
Run-off from farm chemicals	7.4	
Poor or inadequate sewer and septic systems	7.0	
Loss of wetlands	7.4	
Pollution from oil, antifreeze, etc. from car repair/maintenance	6.8 7.3	
Run-off from lawn and garden chemicals	7.1	
Not enough water in streams for fish/wildlife	7.2	
Not enough trees shading streams to keep water cool for fish and plants	6.6	
Storm water run-off from roads and parking lots	6.9	
Run-off from cars being washed at home	6.4	
Runoff from pet waste	6.9 6.2	

The Result?

- *I don’t know*
- *I don’t care*
- *I just moved here*
- *It’s not my fault*

How to reach a reluctant audience

- Keep it simple
- Know your audience
- Repeat, repeat, repeat
- Speak to them where they are

Tools: Research

SUMMER 2002

Do Clean Rivers Begin at Home?

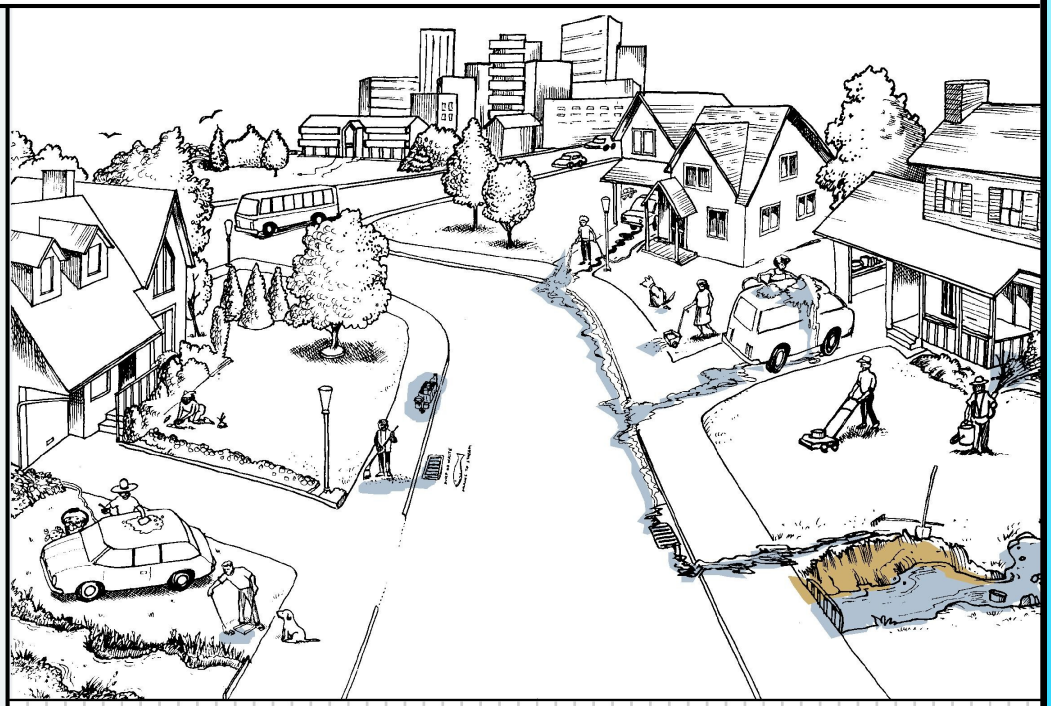
Exploring the Obstacles and Motivations of Homeowner Behavior

A Survey of Public Habits in Oregon's Tualatin River Watershed

Tualatin River Watershed Partners For Clean Water

Tualatin Basin Public Awareness Committee

Clean Water Services
Our commitment is clear.



Riley Research Associates
Research for Marketing, Public Relations, and Planning

Wherever there's water, there's Clean Water.

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Tools: Watershed Theme & Logo

- Build personal awareness
- Connect community with resource
- Adaptable
- Partnership

Tools: Brochures & Fact Sheets

- Multiple audiences
- Consider distribution method—display rack, inserts, website
- Have meaningful/useful information
- Can be print-on-demand

Tools: Brochures

- Try different sizes/shapes
- Give audience a useful tool
- Surveys show
  - Tell me where
  - Tell me how
  - Give me a discount

Tools: Displays & Community Events

- Work well at events, community meetings, fairs, libraries, presentations
- Parades
- County Fairs
- Neighborhood Events
- Malls
- Community festivals

Tools: Website

Clean Water Services
Our commitment is clear.
I Want...
to learn
About Clean Water Services, Surface Water Management, Wastewater Treatment, Clean water tips for home & garden, More...
a permit
New Design & Construction Standards, Erosion Control Handbook, Water Quality Regulations Permitting Process, More...
billing info
2003-04 Rates & Charges Resolution & Order, 3.5% Sewer Rate Increase , Rates & Billing Information, More...
to do my part
Storm Drain Stenciling, Tips for Landscaping, Clean water tips for home & garden, More...
to dump stuff
RV Waste, Hazardous Waste Collection, Septage Waste, More...
to bid
Construction Bidding Opportunities, RFPs
a job
Current Job Openings, Salary And Benefits, How To Apply
your help
District Contact List, Map to Forest Grove Facility, Map to Water Quality Lab, More...
to have fun
River Rangers, Play The Watershed Game, Student Center, More...
a map
Map to Forest Grove Facility, Service Area Map, Map to Water Quality Lab, More...
Say Hello to Clean Water Services!
We are a wastewater and stormwater utility committed to protecting water resources in Oregon's Tualatin River Watershed
Treatment Facility Open Houses
View Oregon's Tualatin River Video
West Nile Virus Information
New Design & Construction Standards
3.5% Sewer Rate Increase
Go native!
Vegetated Corridors
Healthy Streams Plan
Water Supply Feasibility Study
Clean water tips for home & garden
Back
Home
About Us
Contact Us
Search
(c) 2002, Clean Water Services - Click Here For More Information
Last Site Update: 09/08/2003
Error on page.
Trusted sites

Wherever there's water, there's Clean Water.

Clean Water Services

Tools: Take-aways

- Can increase traffic at your display
- Can include valuable message(s)
- Consider something useful or fun
  - pencils, bookmarks, coloring books, temporary tattoos, posters, balloons

Tools: Direct Mail

- Direct Mail
- Neighborhood newsletters
- Billing Inserts

Water Words

A joint newsletter from the Tualatin Valley Water District and Clean Water Services — July - August 2004

Lazy lawn care tip #2: choose safer alternatives

Children and pets can be at risk from exposure to lawn and garden chemicals. Rain can wash chemicals off your lawn into the storm drains that lead to neighborhood streams. Why take these risks? Choose safer alternatives.

A healthy lawn will naturally resist disease and pests.

Tips for a healthy lawn include:

- Use an organic or slow-release fertilizer. Read directions carefully and don't over-fertilize.
- Use compost on your lawn to improve soil condition and help retain water.
- Mow grass higher to promote deeper roots.
- Aerate, thatch and re-seed with a Northwest grass.
- Reduce your lawn; landscape with native Northwest plants.

Call for your free "Simple Steps to a Healthy Lawn and Garden" guide and "Gardening with Native Plants" poster, at (503) 681-3643 or by email at debakerk@cleanwaterservices.org.

Beginning July, your bill reflects the annual adjustment (update) of your sanitary sewer usage average. Sewer usage is based on the average water you used during the previous winter months, November-April. As a result, your sewer usage will be less if you used less water last winter and higher if you used more.

Did you know?

- Children are exposed to more pesticides than adults via typical childhood behavior: playing on the ground or floor, mouthing toys that have come into contact with pesticides.
- Lawn pesticides can be tracked indoors where they adhere to carpets, home furnishings, even house dust, increasing your children's exposure to chemical residues.
- Among dogs whose owners apply the lawn herbicide 2,4-D more than four times a year the incidence of common canine cancer (canine malignant lymphoma) increases two-fold.
- Dogs who spend time in a yard one to two days after spraying with 2,4-D absorb measurable amounts of the herbicide through normal activities and behavior.
- Cats exposed to herbicide residue on lawns or shrubs may suffer life threatening seizures or serious skin disorders.

Stop by and say hello!

Clean Water Services grabs every opportunity to get out into the community and connect with people like you. So far this year, we've attended the Children's Clean Water Festival, Earth Day at the Nature Park, Sherwood Community Services Fair, Public Works Fair, Trails Fair, Tigard Festival of Balloons, and Tualatin River Discovery Day.

We've been spreading our clean water message via our "Go Native" campaign (see below right). Be sure to wave to us at the parade or stop by our booth and enter to win a free native plant! Upcoming events include:

Beaverton SummerFest Parade
July 17th, 10:00, downtown Beaverton
http://www.ci.beaverton.or.us

Bi-Mart Washington County Fair & Rodeo
July 29th-August 1st, Washington County Fair Complex
http://www.faircomplex.com/wcf/wcf.html

Tualatin Crawfish Festival
August 14th, 10:00-8:00, Tualatin Community Park
http://www.tualatincrawfish.com

GO NATIVE.

Pay stations

If you are paying on a current bill, you may want to use a pay station rather than mailing payment to the office. Here is a list of pay stations for your convenience:

- Cedar Mill, Thriftway (In-store Post Office), 12675 NW Cornell Rd.
- Clean Water Services, 2550 SW Hillsboro Highway, Hillsboro
- Farmington Center, Thriftway (In-store Post Office), 17675 SW Farmington Rd.
- Metzger Drop Box (unstaffed), 6501 SW Taylors Ferry Rd.
- King City, McCann's Pharmacy, 15685 SW 116th Ave.
- Garden Home Post Office, Thriftway, 7410 SW Oleson Rd.
- Sherwood City Hall, 20 NW Washington Street
- Sherwood Senior/Community Center, 855 N. Sherwood Blvd.
- Tualatin Valley Water District (TVWD), 1850 SW 170th Ave., Beaverton

Billing insert

Tools: School-Based Programs

- Children tend to be a more receptive audience
- Look at existing education models, then talk with teachers about what they would use in their classrooms
- Provide “take-aways” as incentives & rewards that teachers can use with students.

Tools: Storm Drain Stenciling

- Serves as a constant reminder about stormwater issues
- Doorhanger is most important item
- Increased movement to vinyl markers
- Works best when done by
  - neighborhood groups
  - scouts
  - environmental groups
  - other volunteers

Tools: Stewardship Programs

- Offer small grants
  - neighborhood/homeowner associations, watershed councils, students groups, etc.
- Benefit
  - builds strong partners for enhancing and protecting the watershed

Tools: Advertising

- Reaches broad audience
- Can be expensive
- Consider regional or community partnerships

Media is most-cited source of information

Information Sources	Source n=400	Most Important n=400
The Oregonian	59%	34%
Television	49%	14%
Bill stuffers	33%	16%
Radio	30%	5%
Neighborhood newsletters	29%	7%
Friends or neighbors	23%	2%
Hillsboro Argus	15%	5%
Websites	13%	1%
Tigard Times	13%	4%
Billboards	12%	<1%
Customer Awareness/Satisfaction Survey June 2003		

Print

GO NATIVE.
Native plants. Less water. Fewer chemicals. Healthy streams.
Native plants can make a big difference in your yard. On top of being beautiful and resistant to pests and disease, native plants require less watering and chemicals. That means you're reducing the amount of pollution and runoff that goes into our streams.
To go native, simply go to the native plant finder at www.CleanWaterServices.org/gonative or call (503) 681-3663 for a free poster. With your help, we can ensure that every drop of water becomes clean water.
gardening with Native Plants
www.CleanWaterServices.org
Wherever there's water, there's Clean Water.

Print

← The River Starts Here.
It's how pollution gets to the river. Motor oil, pesticides, fertilizers, and other waste gets washed into the storm drain when it rains, and from there it flows right to the river, polluting the water that people and fish depend on.
Because so much pollution comes from family homes, the good news is that you can make a big difference. Start with your car: Fix oil leaks right away, and wash it at a car wash. When landscaping, select plants that are adapted to our environment, and limit use of garden chemicals. And please clean up after your dog.
For more ideas on how you can make a difference, get connected at: www.cleanriversandstreams.org
In Oregon: (503) 234-3000 In Washington: (360) 397-6012, ext. 8
THE REGIONAL COALITION FOR CLEAN RIVERS AND STREAMS
CLEAN WATER SERVICES, CLACKAMAS COUNTY WATER ENVIRONMENT SERVICES, CITY OF PORTLAND, CITY OF GRESHAM, CITY OF VANCOUVER, CLARK COUNTY, METRO

Wherever there's water, there's Clean Water.

Clean Water Services

Fleet Adv

Fleet Advertising

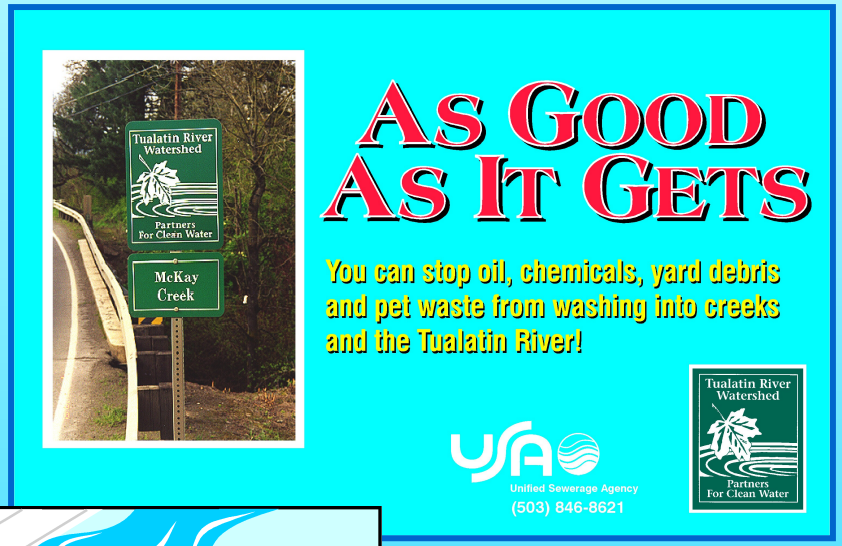
Fleet Advertising

Bumper Stickers

- **Features**
  - Single message
  - Must be short and simple
  - Needs catchy phrase/message
  - Cheap
- **Limitations**
  - Removal
- **Suggestions**
  - Try it
  - Change it often

Movie Screen Advertising

THE TRUTH ABOUT
CATS AND DOGS
Their waste* pollutes our streams. Scoop up after your pet. Protect our water!
*18 tons a day in Washington County!
Clean Water Services
Our commitment is clear.
(503) 681-3600
Tualatin River Watershed
Partners For Clean Water


Tualatin River Watershed
Partners For Clean Water
McKay Creek
AS GOOD AS IT GETS
You can stop oil, chemicals, yard debris and pet waste from washing into creeks and the Tualatin River!
USA
Unified Sewerage Agency
(503) 846-8621
Tualatin River Watershed
Partners For Clean Water

A RIVER RUNS THROUGH IT
DUMP NO WASTE
DRAINS TO STREAM
Only rain water belongs in storm drains and ditches. Keep oil, paint, soap, and litter out of them to protect local creeks and waterways.
Clean Water Services
Our commitment is clear.
(503) 681-3600
Tualatin River Watershed
Partners For Clean Water

Wherever there's water, there's Clean Water.

Clean Water Services

Radio

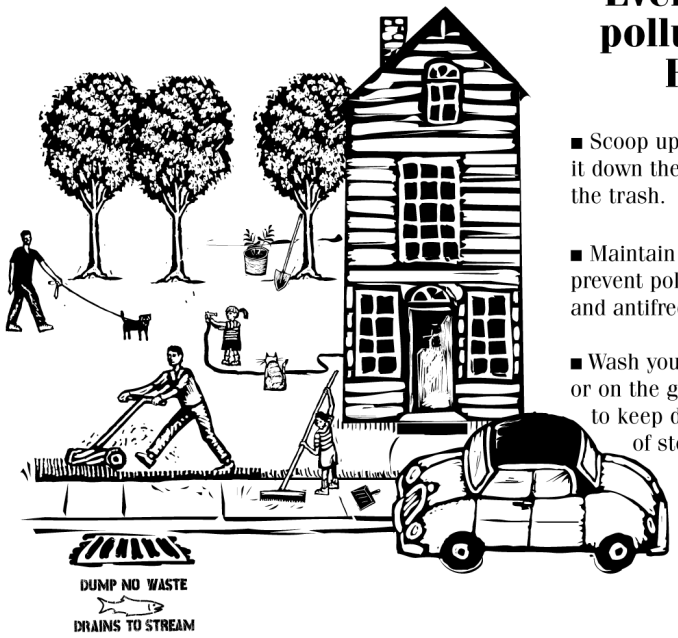
- **Features**
  - Vivid imagery
  - 10 times more stations than TV
  - Saturation (over 98% have radio)
  - Mobile medium
  - 6-7 per household
  - Simple to produce
  - Audience can do other things while listening
- **Limitations**
  - Only non-visual medium
  - Moderately expensive
  - Can target demographic but not geographic
- **Suggestions**
  - Seek Public Service Announcement (PSA's) or sponsorships
  - Partner with other organizations
  - Seek sponsorship/grant

Evolution of a message

- Regional Coalition for Clean Rivers & Streams—Phase I Communities in Portland metro area
- Formed in 1995; expanded 2001
  - Message: Connection between daily activities & water quality
  - Audience: Homeowners
  - Method: Print and Transit

1998 Regional Coalition for Clean Rivers & Streams

Clean Rivers Start With You.



Every day, storm drains carry pollutants into our waterways. Here's what you can do.

- Scoop up pet poop and flush it down the toilet or toss it in the trash.
- Maintain your car to prevent pollution from oil, fuel, and antifreeze leaks.
- Wash your car at a car wash or on the grass to keep dirty water out of storm drains.
- Landscape with native plants to eliminate the use of pesticides and fertilizer that can be carried from your yard by water runoff.
- Properly dispose of paints and solvents. For information call Metro 234-3000.
- Sweep sidewalks, driveways and patios instead of hosing dirt and debris into the street.

Find out more. Call the Regional Coalition for Clean Rivers and Streams at 823-5610.

• Clackamas County Department of Utilities • Gladstone • Happy Valley • Lake Oswego • Milwaukie • Oak Lodge Sanitary District OD8016
• Oregon City • Rivergrove • West Linn • Wilsonville • City of Gresham, Environmental Services • City of Portland, Environmental Services
• Multnomah County • Multnomah Drainage Districts • Port of Portland • Oregon Department of Transportation • Unified Sewerage Agency

the Regional Coalition for Clean Rivers and Streams

1999 Regional Coalition for Clean Rivers & Streams

Please Don't Feed The Fish!
MOTOR OIL
WEED KILL
Fish need clean water too.
You can keep pollution out of our waterways.
Together we can make a difference!
Call 823-5610
the Regional Coalition for Clean Rivers and Streams
• Clackamas County, Water Environment Services • Gladstone • Happy Valley • Lake Oswego • Milwaukie • Oak Lodge Sanitary District
• Oregon City • Rivergrove • West Linn • Wilsonville • City of Gresham, Environmental Services • City of Portland, Environmental Services
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the Regional Coalition for Clean Rivers and Streams

2001 Regional Coalition for Clean Rivers & Streams

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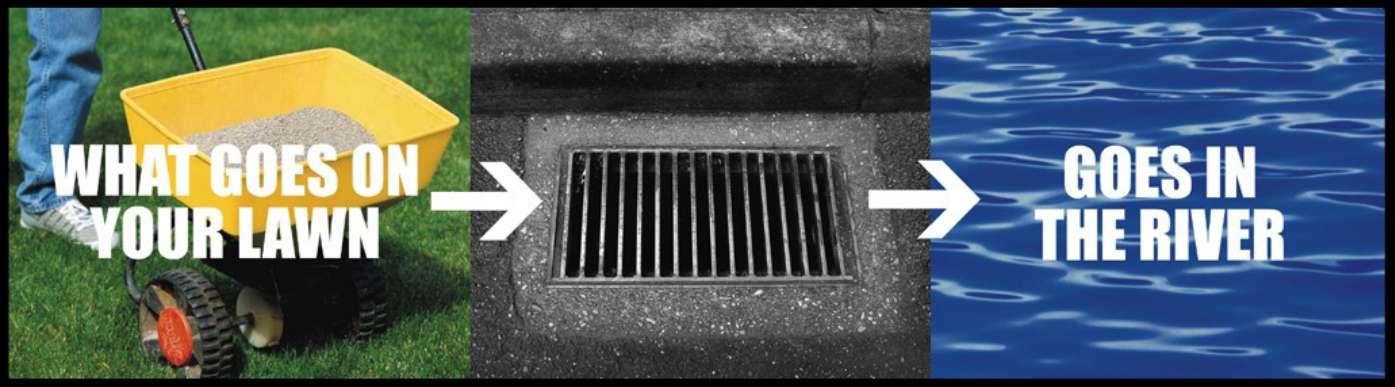
2002 Regional Coalition for Clean Rivers & Streams



USE GARDEN CHEMICALS WISELY.

Pesticides and fertilizers applied incorrectly or excessively get washed from yards and gardens into our rivers and streams.

www.cleanriversandstreams.org

good for FISH good for US

2003 & 2004 Regional Coalition for Clean Rivers & Streams

Tips, Tricks & Lessons Learned

- You don’t have to be rich
- You DO have the be creative
- You don’t have to reinvent the wheel—perfectly ok to beg, borrow or steal (with permission)
- Don’t overlook grants and partnerships

Where to steal ideas

- Regional Coalition for Clean Rivers & Streams (www.cleanriversandstreams.org)
- Oregon Association of Clean Water Agencies (www.oracwa.org)
- Oregon & Washington Phase I Communities

Thank You

For more information on Clean Water Services' Outreach/Education Program, please visit:

www.CleanWaterServices.org

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